



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/29 thru 07/05

(prices in dollars per carton)

Fri. Jun 29, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		23.3% of 17,000 stores				52.3% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	100	2.39	160	0.74			730	1.08			110	1.19
	White 18 pack			260	1.95			600	1.74				
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			420	1.06	210	1.04	1,450	0.95	20	0.67	1,090	0.87
SPECIALTY	White 18 pack			400	1.49			30	1.50			690	1.42
	Brown 12 pack			50	1.25			30	1.00			50	1.00
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			310	3.10	90	4.78	1,540	3.37			660	3.48
	OMEGA-3												
CAGE-FREE	White 12 pack	790	2.44	950	2.40	230	2.69	2,010	2.29	210	2.50	500	2.17
	Brown 12 pack			20	1.81			150	2.29				
	CAGE-FREE												
	White 12 pack			670	2.53			130	2.00				
	Brown 12 pack			1,490	2.53			1,380	2.29			450	2.23

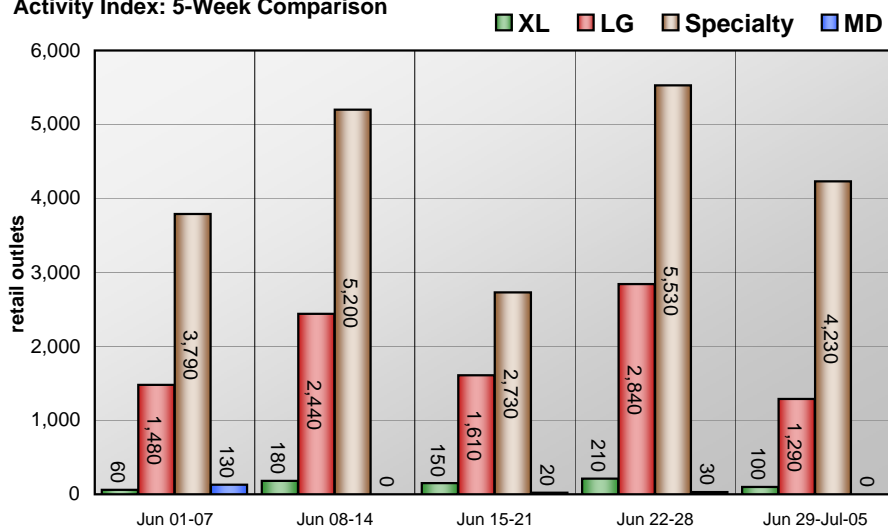
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,390	3,050	1,960	Large Eggs on Jun-25-2007
Specialty	4,230	5,530	1,820	
Total (includes MD)	5,620	8,610	3,840	342.0
Special Rate 4/:	3.0%	20.2%	11.6%	up 2%

5/: 1,000's of 30-doz cases

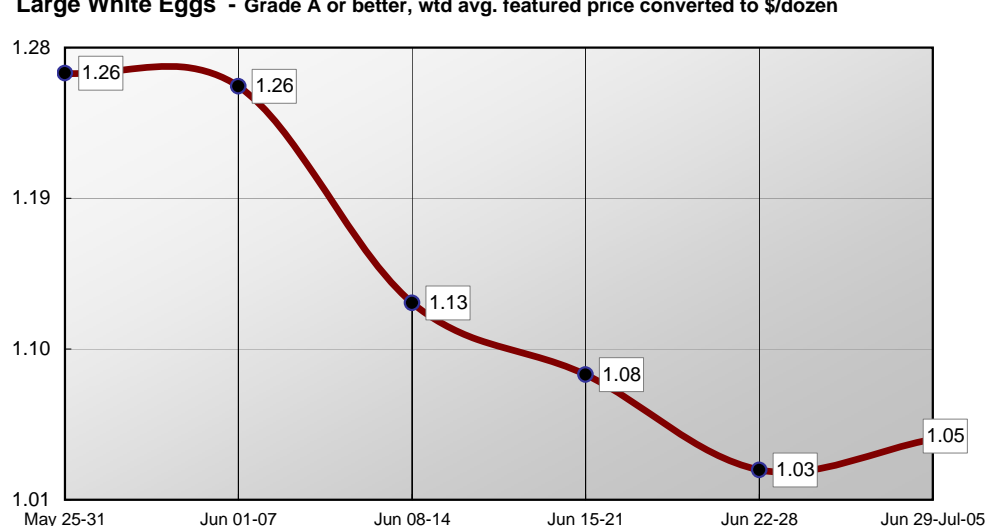
## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotions are lower than both last week and the same period a year ago. Grade A or better Large white eggs average price to consumers is slightly higher than the previous week but on considerably less activity. Medium egg ads remain very hard to find. Specialty shell egg ads are 24% less than last week, however extremely higher than last year. Cage Free brown egg ads show up more this cycle than a week ago and claims top position in this sector. Omega-3 white eggs and USDA Certified Organic brown eggs are active, but not as much as the prior week. In the egg products sector, overall liquid egg activity continues declining. Interestingly the Southwest region is most active, however liquid promotions are virtually nonexistent in the Northwest.

## Activity Index: 5-Week Comparison



## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		49.5% of 3,800 sampled outlets Activity Index = 2,980 (includes Medium)						4.7% of 4,700 sampled outlets Activity Index = 330 (includes Medium)						15.3% of 2,900 sampled outlets Activity Index = 450 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19 10 1.19														
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.89 - 1.25 210 1.22						0.60 - 1.00 110 0.97						0.69 - 1.00 60 0.90		
	White 18 pack				2.50 130 2.50												0.99 190 0.99		
	Brown 12 pack				1.25 50 1.25														
		MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
		Brown 12 pack	2.99 170 2.99																
		OMEGA-3	1.98 - 2.50 710 2.45			2.00 - 2.50 840 2.42			2.50 70 2.50			1.99 - 2.50 80 2.46							
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.50 - 2.99 700 2.53									2.50 70 2.50			2.25 200 2.25					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		25.3% of 2,700 sampled outlets Activity Index = 760 (includes Medium)						30.8% of 1,900 sampled outlets Activity Index = 1,070 (includes Medium)						15.7% of 1,000 sampled outlets Activity Index = 30 (includes Medium)					
USDA GRADE AA	White 12 pack	1.25 10 1.25	0.69 - 0.89 150 0.71			1.25 - 2.59 90 2.51			1.99 - 2.00 230 1.99						1.50 10 1.50				
	White 18 pack	1.50 - 1.99 20 1.68																	
		Brown 12 pack																	
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 40 0.69														
	White 18 pack				0.98 - 1.19 80 1.02														
		Brown 12 pack																	
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack					
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
		Brown 12 pack	2.76 - 3.29 90 3.21						3.29 40 3.29			3.29 10 3.29							
		OMEGA-3	1.48 10 1.48			1.48 - 1.58 30 1.53													
	White 12 pack	1.69 10 1.69				1.92 10 1.92													
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	1.79 - 1.89 320 1.89						3.00 - 3.39 390 3.08			2.49 10 2.49								

Note: See page 1 for explanatory notes.

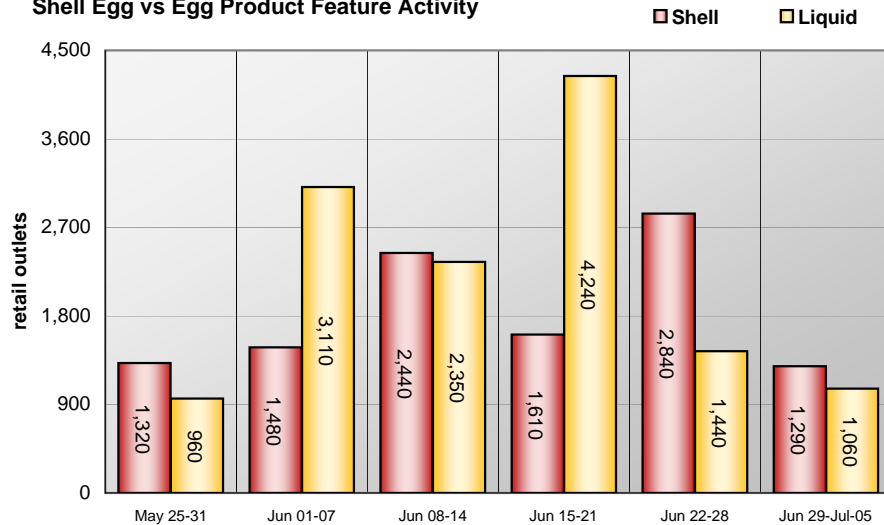


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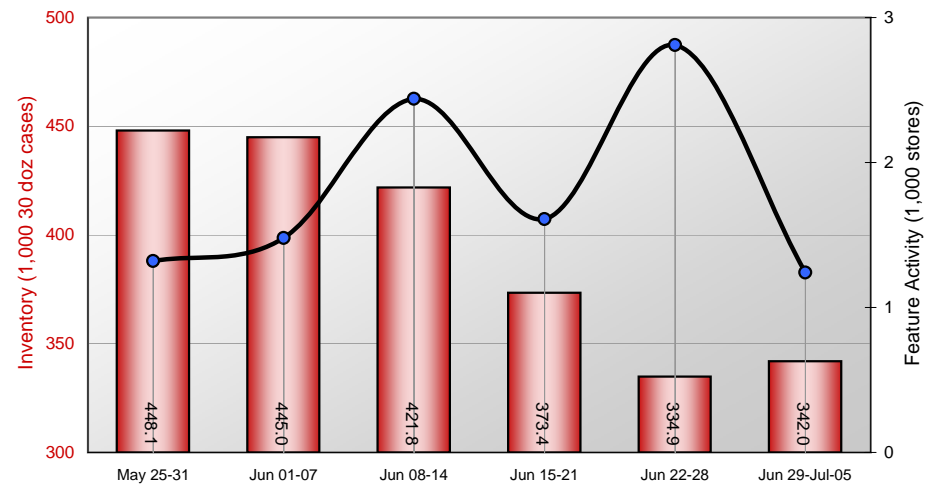
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	7.4%	5.6%	9.6% of 3,800 sampled	0.1% of 4,700 sampled	0.7% of 2,900 sampled	12.0% of 2,700 sampled	28.7% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	1,060	1,440	Activity Index = 450	Activity Index = 20	Activity Index = 20	Activity Index = 30	Activity Index = 540	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	710 2.25	930 2.51	2.00 - 2.99 330 2.48	2.00 - 2.99 20 2.50	2.00 20 2.00	2.50 20 2.50	2.00 320 2.00	
32 oz. carton	230 3.67	40 3.99				3.50 10 3.50	3.50 - 3.99 220 3.68	
3 - 4 oz. cups	120 2.69	380 2.03	2.50 - 2.99 120 2.69					
2 - 8 oz. cups		90 2.99						

**Shell Egg vs Egg Product Feature Activity**



**Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)**



Note: See page 1 for explanatory notes.